

PERSONAL INFORMATION



Floreța Toader

📍 *****, Bucharest, Romania

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Sex: Female | Date of birth ***** | Nationality: Romanian

WORK EXPERIENCE

October 2023 - Present

Lecturer

College of Communication and Public Relations, National University of Political Studies and Public Administration, www.comunicare.ro

April 2023 - Present

Expert in Communication and Dissemination in the project Valorificarea rezultatelor cercetării și creșterea impactului publicațiilor științifice din SNSPA (VALORIS), CNFIS-FDI-2023-F-0183.

June 2020 – June 2021

„Spiru Haret” scholar – for the study of the Romanian diaspora – PN-III-P1-1.1-BSH-2-2016-0005).

The Laboratory Communication, discourse, public issues (CoDiPo), Centre for Research in Communication of the Faculty of Communication and Public Relations (National University of Political Studies and Public Administration)

October 2019 - Present

Executive coordinator of the master’s programme in Communication and Advertising (EN)

College of Communication and Public Relations, National University of Political Studies and Public Administration

www.comunicare.ro

June 5 – 9, 2017

Mobilitate de predare ERASMUS+ în cadrul Universidade Autónoma de Lisboa, www.autonoma.pt

February 2016 – Present

Assistant Professor, PhD

College of Communication and Public Relations, National University of Political Studies and Public Administration

www.comunicare.ro

November 2012 -
Present

Executive coordinator of the master's programme in Political
Communication and Electoral Marketing
College of Communication and Public Relations, National University
of Political Studies and Public Administration
www.comunicare.ro

February 2016 – May
2016

Associate Teaching Assistant
Master in International Business Communication, Bucharest University
of Economic Studies Bucharest, Romania,
www.mibcom.ase.ro

May 2012 – February
2016

Associate Teaching Assistant
College of Communication and Public Relations, National University
of Political Studies and Public Administration
www.comunicare.ro

September 2013 –
October 2013

Member in the research team of the grant: *Diaspora in the Romanian
Media and Political Sphere. From Event to the Social Construction of
Public Issues.*

The Laboratory *Communication, discourse, public issues* (CoDiPo),
Center for Research in Communication of the Faculty of
Communication and Public Relations (National University of Political
Studies and Public Administration)

www.codipo.ro, www.comunicare.ro

November 2012 –
September 2013

Coordinator of the ERASMUS Department
College of Management, National University of Political Studies and
Public Administration, Bucharest, Romania
www.facultateademangement.ro

November 2012 –
September 2013

Coordinator of the project „Ora de management”
College of Management, National University of Political Studies and
Public Administration
www.facultateademangement.ro

February 2012 – April
2012

Ministerial Counsellor
Romanian Ministry of Transports and Infrastructure

EDUCATION AND TRAINING

- November 2016 – May 2017 **Pedagogical training module – Level II**
 The Department of Teaching Staff Training, University of Agricultural Sciences and Veterinary Medicine, Bucharest
- November 2015 – May 2016 **Pedagogical training module – Level I**
 The Department of Teaching Staff Training, University of Agricultural Sciences and Veterinary Medicine, Bucharest
- 2011 – 2014 **PhD**
 Doctoral School in Communication Sciences, National University of Political Studies and Public Administration
 ▪ Thesis title: *Innovation and Normalization of the Romanian Online Political Discourse. Towards A New Paradigm of the Professionalization of Political Communication*
- 2009 – 2011 **Masters in Communication Sciences**
 Masters in Political Communication and Electoral Marketing, National University of Political Studies and Public Administration
- 2006 – 2009 **Bachelor of Arts in Communication Sciences**
 College of Communication and Public Relations, National University of Political Studies and Public Administration

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	C1	C2	B1	B1	B1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
 Common European Framework of Reference for Languages

Computer skills Word, Excel, Power Point, SPSS

ADDITIONAL INFORMATION

Publications Books

TOADER, F. (2017). *Profesionalizarea discursului politic în era social media*. București: Comunicare.ro

Book Chapters

- TOADER, F., & RADU, L. (2019). Europeanization in the Making: Perceptions of the Economic Effects of European Integration in Romania. In *Development in Turbulent Times (pp. 185-197)*. Springer, Cham.
- TOADER, F. (2017). Discursive strategies used by Romanian politicians in the context of the refugee crisis. A. BÂRGĂOANU, R. BUTUROIU & L. RADU (EDS.), *Why Europe? Narratives and Counter-narratives of European Integration*. Peter Lang Academic Research.
- TOADER, F. & GUȚU, D. (2015). Voter Mobilization on Facebook. Data from the 2012 Romanian Parliamentary Elections and the 2014 Euro-parliamentary Elections. B. PATRUT, D. ANDONE, C. HOLOTESCU, G. GROSSECK (Eds.), *SMART 2014. Social Media in Academia: Research and Teaching*, MEDIMOND Publishing Company (ISI Proceedings).
- TOADER, F. (2014). The Emotions Industry in Online Romanian Politics: Selling Leadership and Trust during the 2012 Parliamentary Campaign. M. MOSHE (Ed.). *The Emotions Industry*, New York: Nova Publishers.
- GRIGORAȘI, C. & TOADER, F. (2014). Normalization of Romanian Political Discourse on Facebook. The Schengen Issue. L. IVAN, C. DABA-BUZOIANU & B. GRAY (Eds.), *Mapping Heterogeneity: qualitative research in communication (283-311)*, Bucharest: Tritonic.
- TOADER, F. (2013). Communicating Party Ideology in the Digital Era. C. NITU & E. COPILAS (Eds.), *Political Studies Forum (57 –75)*, Timișoara, Editura Universității de Vest.
- TOADER, F. (2011). De vorbă cu specialiștii în comunicare politică. Profesionalizarea unui domeniu controversat. TOADER, F., GRIGORAȘI, C., FRUNZĂ, S., *Politica user friendly. Despre consultanți politici și Facebook în România și Republica Moldova (19 –129)*, Bucharest: Tritonic.

Articles in Academic Journals

- TOADER, F. (accepted). The Discursive Construction of ‘Good Parenting’ by Romanian Parenting Influencers. *Romanian Journal of Communication and Public Relations*.
- Toader, F. (2021). Who is the diaspora? The Negotiation of Diasporic Identities in the Romanian Online Political Discourse. *Journal of Media Research, 14(3)*, 5-22. DOI:10.24193/jmr.41.1.
- DEVDEREA, C. & TOADER, F. (2018). Consumer Behavior Towards Apparel E-Commerce In Romania. *Management Dynamics in the Knowledge Economy, 6(3)*, 471-487.
- TOADER, F. & GRIGORAȘI, C. (2016). Storytelling in Online Political Communication during the Presidential Elections Campaign in Romania. *Journal of Media Research, 9(3)*, 38 – 55.
- TOADER, F. (2016). Negotiating Political Responsibility in Times of

National Tragedy. *Style of Communication*, 8(2), 40 – 56.

TOADER, F. (2014). Politics and Leadership on Facebook during the 2012 Romanian Parliamentary Elections and the 2014 Euro-parliamentary Elections. *Management Dynamics in the Knowledge Economy*, 2(2), 399 –419.

GRIGORAȘI, C. & TOADER, F. (2013). Building Legitimacy during the 2012 Romanian Parliamentary Elections. The Normalization of Online Political Discourse. *Revista de comunicare și marketing*, 4(7), 47 –77.

Book reviews

Vițelar, A. & Toader, F. (2017). Review of” Brand-urile în era Web 2.0. Conținutul generat de consumatori”[Web 2.0 Brands. User-generated Content] by Rodica Săvulescu, Bucharest: Tritonic, 2016, 252 pages. *Romanian Journal of Communication and Public Relations*, 18(3), 101-103.

Conferences

CHEREGI, B., TOADER, F. & CIOCEA, M. (2023). Transnational social fields and the politics of belonging in diasporic and national communities then and now: a comparative approach. *The Light Comes from the West! The Politics of Eastern European Migration during the Cold War*, București, 10-12 octombrie

TOADER, F., CHEREGI, B. & CIOCEA, M. (2023). Evolving Discourses on Ukrainian Refugees in the Romanian Public Sphere. A Multimodal Approach. *The 4th conference of the Romanian Network of Migration Studies (RoMig)*, București, 7-8 septembrie

CHEREGI, B. F., CIOCEA, M. I., & TOADER, F. (2023). Discursive (de)legitimization strategies of the Ukrainian refugees in the Romanian and Moldavian media. A multimodal approach. *Discourses and their impacts on a world of multiple crises*, DiscourseNet –ALED, Valencia, Spania, 25-28 iulie.

NICULESCU, C., TOADER, F. & RUSU, M. (2023). Storytelling and national identity in Head of states’ New Year discourse. A multimodal analysis approach. *Semiosis in Communication*, București, 22-24 iunie.

TOADER, F. (2021, March 26-27). The negotiation of diasporic identities in the Romanian political discourse and the construction of political responsibility towards Romanians abroad [Conference Paper]. *ECREA Political Communication Section Interim Conference: "Communicating crisis: Political communication in the age of uncertainty"*, Bucharest, Romania.

RADU, L. & TOADER, F. (2017, November 28-29). Europeanization in the making. Perceptions on the Economic Effects of European Integration in Romania [Conference Paper]. *Measuring Development in Turbulent Times*, Bucharest

TOADER, F. (2017, October 4-6). Strategies of Legitimation in Political Discourse During the 2017 Romanian Protests [Conference Paper]. *Qualitative Research in Communication*, Bucharest.

GRIGORAȘI, C. & TOADER, F. (2017). Romanian public institutions and innovation. A discourse analytical approach [Conference Paper]. *International Conference for Entrepreneurship, Innovation and*

- Regional Development*, Thessaloniki, Greece, 31 Aug – 1 Sept 2017
- TOADER, F. (2016). Discursive strategies used by Romanian politicians in the context of the refugee crisis [Conference Paper]. *Prague Media Point: Media and Migration*, Prague, November 7–9
- TOADER, F. & GRIGORAȘI, C. (2016). Narrativization in Online Political Communication: New Media versus Old Media in Times of Presidential Election Campaign in Romania [Conference Paper]. *Semiosis in Communication: Knowing and Learning 2016 International Conference*, Bucharest, June 16-18.
- TOADER, F. (2016). Negotiating Political Responsibility in Times of National Tragedy [Conference Paper]. *Understanding Transition - IV. Ways and Challenges to Responsibility*, Bucharest, 2-3 June.
- TOADER, F. & GUȚU, D. (2014). Voter Mobilization on Facebook. Data from the 2012 Romanian Parliamentary Elections and the 2014 Euro-parliamentary Elections [Conference Paper]. *International conference Social Media in Academia: Research and Teaching, SMART 2014*, Timișoara, Romania, 18-21 September.
- TOADER, F. (2014). Negotiating Public Interest Issues. The interconnection of Online and Mass-media Public Agenda during the 2012 Romanian Parliamentary Campaign [Conference Paper]. *International conference Understanding Transition II. Communication and Public Interest*. University of Bucharest, 16-17 May 2014.
- TOADER, F. (2014). Communicating Ideology in the Digital Era. The case of the 2012 Romanian Parliamentary Elections [Conference Paper]. *International conference PR Trend. Medialization or How Media Changed our Life*. Babeș-Bolyai University, Cluj-Napoca, Romania, 9-11 Mai 2014.
- TOADER, F. & GRIGORAȘI, C. (2013). Normalization of Romanian Political discourse on Facebook. The case of the 2012 Parliamentary Elections [Conference Paper]. *International conference Towards the Good society –European Perspectives*. București, 24-26 October 2013.
- GRIGORAȘI, C. & TOADER, F. (2013). Normalization of Romanian Political discourse on Facebook. The Schengen Issue [Conference Paper]. *Qualitative Research in Communication International conference*, National University of Political Studies and Public Administration, Bucharest, 3-4 October 2013.